

Downtown Collegetown Initiative
Presentation of Report and Recommendations
F.M. Kirby Center – Public Square, Wilkes-Barre
March 31, 2004

Agenda

Welcome

Liz Roveda
Wilkes University

Acknowledgements

Joseph Desciak
King's College

Focus Group Process

Shane Novak
Penn State Wilkes-Barre

Characteristics of Local College Students

George Chervy
King's College

Findings: Students as a Distinct Market Segment

- a) Discretionary Spending and General Ambiance
- b) Safety/Security and Transportation/Parking
- c) Housing and Restaurants/Cafes
- d) Entertainment and Shopping
- e) Communication and Life After College

Renee Lavin
College Misericordia
Larry Deminiski
Luzerne Co. Community College
Phil Coffey
Wilkes University
Mary Smee
College Misericordia
Steph Victor
Wilkes University

Recommendations:

- a) Discretionary Spending and General Ambiance
- b) Safety/Security and Transportation/Parking
- c) Housing and Restaurants/Cafes
- d) Entertainment and Shopping
- e) Communication and Life After College
- f) Special Recommendations for Student Involvement

Renee Lavin
Larry Deminiski
Phil Coffey
Mary Smee
Steph Victor
Joseph Desciak

Comments from Three Partners in the Downtown Collegetown Initiative

- Representing the City of Wilkes-Barre: Mayor Thomas Leighton
- Representing the Council of Presidents: Father Thomas O'Hara, C.S.C.
- Representing the Diamond City Partnership: Larry Newman

Questions and Comments

Liz Roveda

Adjourn

Liz Roveda